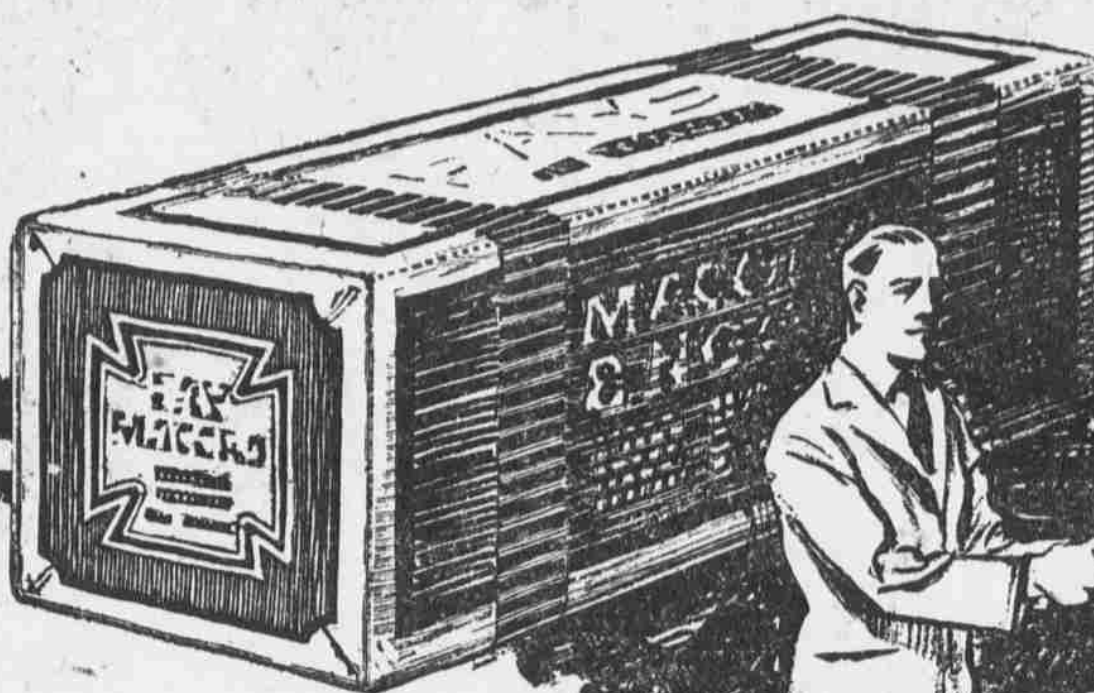




Twenty-five years ago the grocer scooped up what was wanted out of a half-open bin or barrel—weighed it in open scales—and wrapped it in a piece of brown paper.



The old unsanitary bulk containers are gone from the modern store. Instead, the shelves are filled with bright, attractive sealed packages.



# Changing the buying habits of a nation

*How the individual package has grown from an experiment to an essential in modern business*

**I**N the retail stores of the nation, from Maine to California, a whole vocabulary of names that were unknown a generation ago is heard today across the counter.

"A package of Unedas"—"a package of Yuban"—"a package of Domino"—that's the way Americans do their buying today.

Once they bought anonymous goods in bulk. Today they demand the product by name, and they get it in a package. The package is sealed, the weight is marked, the quality is assured by the name.

This system has become so universal that not only fruits, cereals, coffees, and candy are now marketed in packages, but drugs, inks, safety razors, inner tubes, vacuum cleaners, and hundreds of other products.

The success of package merchandising has made possible a new and astounding growth for the manufacturer. It has enabled him to individualize his product—to establish a national reputation—and to build up a constantly increasing consumer demand.

This great change in the whole system of retail selling would have been impossible without one thing—the scientific creation of individual packages by craftsmen who believed in them.

Foremost among these craftsmen was Robert Gair.

## The invention that made possible a great industry

In 1864, Robert Gair had started a little paper-bag factory in a loft down on Reade Street in New York.

One day an accident occurred in the factory—an accident which led to an important discovery. An order of paper seed bags was being run off the press. Each bag as it came off was found to have a slit across the face. A type-bar, set too high, had cut the paper instead of printing it. Robert Gair, examining these ruined bags, conceived the idea of cutting and creasing paper in one operation.

The press which he invented on this principle

made possible the production of folding boxes in quantity. Robert Gair had always believed in individual packages for the things the consumer buys. Now he saw that package merchandising could be made commercially profitable. But to test its real possibilities, he had to wait for a manufacturer who shared his convictions.

In 1898 his opportunity came. In that year the National Biscuit Company realized that they could never make the distribution of their products nation-wide if they continued to sell them in bulk. They had to find some new method.

To the right, the original Gair factory on Reade Street, New York, 1864. Below, the present group of Gair buildings with docks on the East River.



of packing—some sort of inexpensive, air-tight container which would also be moisture-proof; a box that would preserve the flavor and freshness of its contents, and yet hold just enough for individual sales.

## The package that revolutionized modern merchandising

They took their problem to Robert Gair. Side by side these two manufacturers worked out each detail. Folding box—wrapper label—In-er-seal—red and purple inks of a shade that never varies—every single element was carefully worked out to produce the now famous Uneda Biscuit package.

The immediate success of this experiment altered the entire aspect of modern merchandising. From the time of that first

triumph to the tremendous development of today, the Robert Gair Company have continued as pioneers in scientific box manufacture.

One by one we have eliminated all unrelated elements—paper bags, envelopes, solid boxes—until today we are concentrating our efforts on the vital aspects of package merchandising: folding boxes, labels, shipping cases, window display advertising.

From its housing in the little loft in down-town Manhattan, our business has expanded to occupy a large group of modern steel and concrete buildings on the Brooklyn waterfront. We have recently further enlarged our facilities by the acquisition of the three paper mills shown on the map—Haverhill in Massachusetts, Thames River in Connecticut, and Piermont on the Hudson. These plants, located on tide-water, offer in combination with our Brooklyn factory unusual resources to meet the needs of our clients.

## The Gair Unit Service

Ability to meet all demands—whether they involve mechanical ingenuity or quantity production—is characteristic of Robert Gair Company's four departments: Folding boxes, Labels, Shipping cases, Window display advertising. Because the leaders in every industry recognize this ability, more than a billion dollars' worth of merchandise was carried last year in Gair folding boxes, in Gair shipping cases, under labels made by the Robert Gair Company.

We control the whole process of manufacture, from wood-pulp to finished product. We operate our own paper mills, make our own inks and glues, maintain our own art, engraving, printing, lithographing departments. Our chemistry department regulates and improves our processes and tests finished products. Our plant is the largest of its kind in the world. With these facilities, we are prepared to offer a complete service for packaging and displaying your goods—Folding boxes, Labels, Shipping cases, Window display advertising—giving unity to your product from factory to consumer.

We serve the greatest package merchandisers of the country. Among our clients are:

National Biscuit Co.	Bauer & Black
Arbuckle Bros.	Palmolive Co.
American Sugar Refining Co.	American Chic Co.
Beech-Nut Packing Co.	Andrew Jergens Co.
Kirkman & Son	Edison Storage Battery Co.
Johnson & Johnson	Daggett & Ramsdell
Colgate & Co.	Lehn & Fink, Inc.
Royal Baking Powder Co.	Singer Sewing Machine Co.

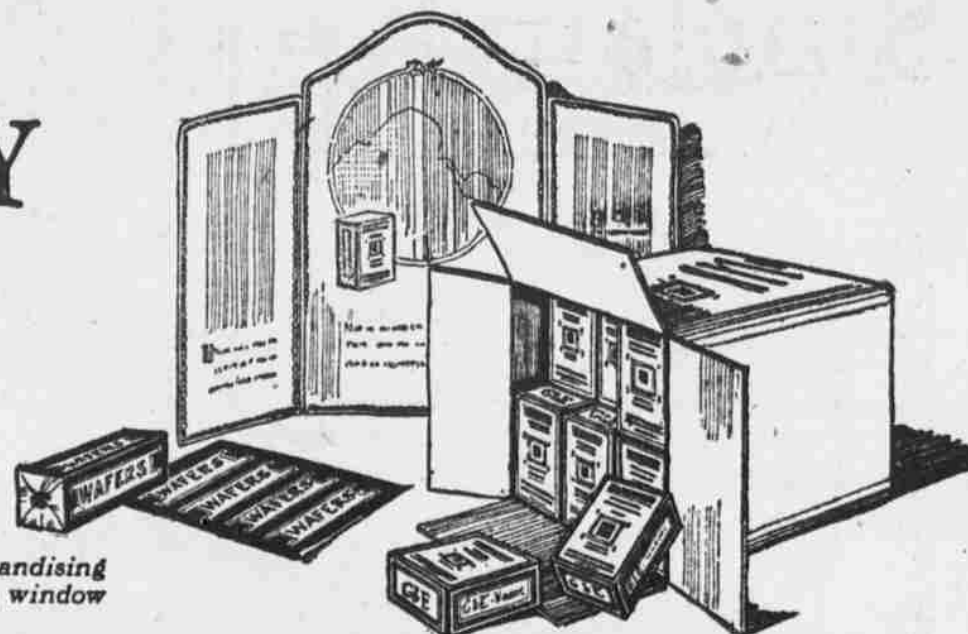


The arrows on this map show the location of our three paper mills on tide-water—at Haverhill, Massachusetts; on the Thames River in Connecticut; and at Piermont on the Hudson; also our main plant on the East River, in Brooklyn.

# ROBERT GAIR COMPANY

BROOKLYN

Folding boxes   Labels   Shipping cases  
Window display advertising



The entire line for package merchandising—folding box, label, shipping case, window display advertising.